

COMMUNICATIONS MARKETING SYSTEMAbstract of the Disclosure

A marketing system for selectively modifying an existing communications network by modifying a portion of the processing software permits replacing at least a portion of a call progress signal generated by the communications network by a generally continuous pre-recorded announcement. A first station is provided for placing a call by a calling party at a first network address. The network is adapted for connecting the call to an identified called station at a second network address, the called station having either a busy status or an idle status. The network initially determines the busy/idle status of the called station and, if the called station has an initial busy status, thereafter checks the busy/idle status of the called station at predetermined intervals. A player plays at least one generally continuous announcement to the calling party for a predetermined period of time during a time period when a call progress signal would have been provided to the calling party. The player determines the announcement to be played based upon criteria established exclusively by the marketing system and independently of the identity of the called station. The playing of the announcement is terminated and the call is completed to the calling station, in the case of the calling station having an initial idle status, when the called station responds by answering the call. In the case of the called station having an initial busy status, the playing of the announcement is terminated and the call is completed when the status of the called station changes to an idle status and the called station thereafter responds by answering the call.